



CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR®

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov

Join the ENERGY STAR® Change a Light, Change the World Campaign OPPORTUNITIES FOR SCHOOLS

Campaign Overview

The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage every individual to help change the world, one light — one energy-saving step — at a time. Going into its 7th year, the 1st Wednesday in October has now been designated as ENERGY STAR Change a Light Day and serves to rally Americans around this important call-to-action. It is timed to coincide with Energy Awareness Month and Daylight Saving Time, when lights tend to stay on longer.

At the campaign's heart is the ENERGY STAR Change a Light Pledge found at www.energystar.gov/changealight. The US Environmental Protection Agency and Department of Energy, together with non-profit organizations, state governments, schools, community groups, and more have begun to promote the Pledge year-round. This on-line pledge is a simple step everyone can take to join a growing community committed to saving energy and protecting our environment.

The goal this year is to encourage at least 500,000 individuals to take the Pledge. Every light changed is a step in the right direction to preserve energy resources and our environment for this generation and the next. Just think, *if we changed a bulb for every child in America, this would prevent more than 30 billion pounds of greenhouse gas emissions and save enough energy to light more than 15 million homes for an entire year!*

The Educational Opportunity

Most of the electricity we use in America is generated by burning fossil fuels like coal and oil. So, when we use less energy, we reduce greenhouse gas emissions released into our air by power plants. These emissions are collecting in our atmosphere and are causing our climate to change. Most people don't realize that the average home is responsible for twice the greenhouse gas emissions as the average car. By working together to reduce our energy use at home, we can help reduce the risks of global warming and preserve our environment -- our life support system.

About 20 percent of the average home's electricity use goes to lighting, and it's the easiest change we can make. ENERGY STAR qualified compact fluorescent light bulbs and fixtures last up to 10 times longer than standard bulbs and use at least 2/3 less energy, so this small change can make an enormous difference when we all do our part.

Mary Lacy, 6th Grade Student

"We decided this was an important issue in Utah because we burn so much coal, and that produces pollution to create the energy going to the light bulbs. So we decided to clean up Utah."

- Morningside Elementary School, Salt Lake City (2005 Campaign Participant)

Join the Movement!

Schools can play a vital role in this effort by educating students and communities about the link between energy use and our environment, about simple steps we can each take at home, and ways families and communities can make a lasting difference. Visit the *Change a Light* Partner Resources pages at www.energystar.gov/joinCAL to learn more about this year's campaign, sign your class or school up to take a leading role with the Pledge, and view downloadable and ready-made materials for schools. Ideas for participation include:

- Create a learning moment: Use the classroom activity ideas and lesson plans collected by EPA or your own creative ideas.
- Involve families: Encourage parents to take the ENERGY STAR *Change a Light* Pledge with their child.
- Become an ENERGY STAR *Change a Light* Pledge Driver:
 - Sign up and set a goal for your class, grade level, or school for the number of pledges you'd like to achieve, then watch your energy and environmental savings add up! Students can track progress against their goal and print out a certificate for the class when their goal is met.
 - Consider creating a healthy competition between classes, grade levels, or neighboring schools.
 - Use materials from ENERGY STAR to reward students, such as stickers you can print out, decals; or, hand out zipper pulls that you can request from EPA to reward their activity.
 - Tie your effort to obtain Pledges in with a community activity for greater impact and recognition.
- Recognize National *Change a Light* Day: Encourage students to prompt their local mayor or governor to mark October 4th as "ENERGY STAR *Change a Light* Day." Participate in a local press event or set up an information booth at a local participating retailer or city/town hall on ENERGY STAR *Change a Light* Day.



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- Consider selling ENERGY STAR qualified CFLs as a fundraiser for the school, a club, or a sports team. Several communities had success with this non-traditional fundraising idea in 2005.

Online Resources and Campaign Contacts

ENERGY STAR offers a variety of *Change a Light* resources on its Web site to help you educate students, engage your community, and publicize your involvement, including:

- Classroom lesson plans and activity ideas – if you have a good activity to offer to our list, please let us know!
- Campaign Posters and Brochures
- Fact Sheets – primarily adult-centered, but feel free to pull simple facts for your students
- ENERGY STAR Change a Light Logos, Web Banners, etc.
- Downloadable Rewards – stickers and more

Connie Bond, Teacher

"We were proud to be able to partner with so many people in our community in this important event, including our Mayor and Wal-Mart. Most importantly, we were inspired by the dedication and knowledge displayed by our Wiser Miser Energy Team - who themselves represent the future generation - in educating our community about the long-term benefits of changing a light."

- *Connie Bond, Teacher, Huntingdon Primary School, Tennessee (2005 Campaign Participant)*

The possibilities are endless! Visit the ENERGY STAR Change a Light Partner Resources pages at www.energystar.gov/joinCAL for more information or to sign up to help lead the Pledge. For general ENERGY STAR program or product information, visit www.energystar.gov.

For questions about the campaign, or to be added to our periodic e-mail updates list, please contact:

- Sarah Banas, contractor to ENERGY STAR, at changealight@cadmusgroup.com / 617-673-7105
- Wendy Reed, EPA, campaign coordinator, at reed.wendy@epa.gov / 202-343-9122